♩■ REAL
♩COUNTRY
● KIRC 105.9 FM DOCKET FILE COPY ORIGINAL

Office of Secretary
Federal Communications Commission
445 Twelfth street, S.W.
Washington, D.C. 20554

RE: MM Docket No. 99-25

Dear Commission,

We here at KIRC 105.9 FM completely oppose Lower power FM. It is really difficult for small market radio stations in the current market without allowing Lower Power FM stations to go on air. Small Market stations have a lot invested in equipment and marketing to bring to the communities that they serve. It is a tough enough for us without adding to the conflicting air waves, pricing, and employment we provide.

By allowing Lower power FM licensing you will wipe out small market radio. Lower Power FM can not bring to the community the services and employment to these communities that are disparately vital to our community. We serve 13 counties and the majority is rural. Advertising from the larger communities is what allows this service provided. Lower Power FM will become a major disruption for small market radio in sales due to the fact that they will cut prices and the quality will be much less. By the time this could be rectified it would be too late. The communities that are presently served would be with out local support and could not afford larger market advertising. Lower Power FM could not employ or bring to the communities what we currently provide.

I sincerely hope that you take all the affects Low Power FM will have if allowed. As a station owner who currently struggles day to day to provide everything I feel our community needs to continue to grow, be competitive with other communities, and provide the services and support needed here it will not be possible if Low Power FM stations are allowed. We will be forced to make substantial changes in what we are able to do. I have enclosed some of the differences we have made in our community that would be effected by your decision.

Sincerely,

Linda Jones,
Station Manager / Owner KIRC 105.9 FM

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